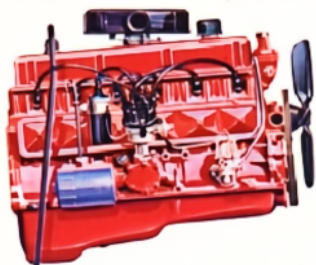




THE NEW
HOLDEN
AUSTRALIA'S OWN CAR

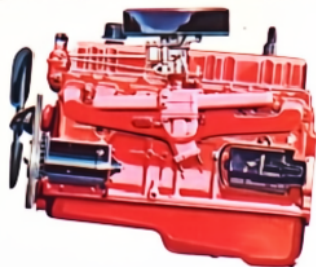
POWERED TO PERFORM IN GREAT

Here, in these pages, you'll find described the greatest line-up of value ever offered in Australia. You'll see Holden's exciting new Power-Swept styling from every angle . . . its bold new grille, clean new roofline, new longer look at the back. You'll see a rich array of new Holden interiors — with luxurious fabrics and leathers. And you'll see a new, wider choice of models, which now includes the new Holden Premier Station Sedan.



You'll find details of the two completely new Holden six-cylinder engines . . . the 100 h.p., 149 cu. in. engine, with 33 % more power . . . and the 115 h.p., 179 cu. in. engine, with 53% more. These

big new power plants have the *get-up-and-go* to set your spirits soaring. *Yet they give you more miles per gallon!* As well, they have many advanced features to make them smoother, longer-lasting and even more reliable than their famous predecessor. Combined with the smooth, quiet luxury of Holden's Red Carpet Ride and with other new Holden improvements for your comfort and convenience, these new engines really give Holden the power to perform in great new style! Holden is still the only car specifically designed for Australia. The only car that combines quality and comfort, performance and economy, low first cost and assurance of the highest resale value . . . in a way that's exactly right for Australian conditions.



NEW STYLE . . . THE NEW HOLDEN!



HOLDEN SPECIAL SEDAN... styled and powered for today—and tomorrow!



Holden's most popular model brings you brand new value in beauty, in performance and driving pleasure, in savings. Its brilliant new Power-Swept styling includes a bold new grille, new engine hood, clean new roofline and completely new rear fender and boot lid line which results in a roomier 22 cu. ft. luggage compartment. You get sparkling power from the new Holden 149 engine—standard equipment on Special Sedan. Or, the mighty new 179 engine is available as an optional extra on Special Sedan fitted with Hydra-Matic automatic transmission. Each of these engines brings you their exciting new measure of performance to match Holden's superb road-holding and famous Red Carpet Ride. And each brings you greatly improved petrol economy, fewer oil changes, more durability. From every angle and in every quality feature, Special Sedan exemplifies the new Holden . . . powered to perform in great new style!

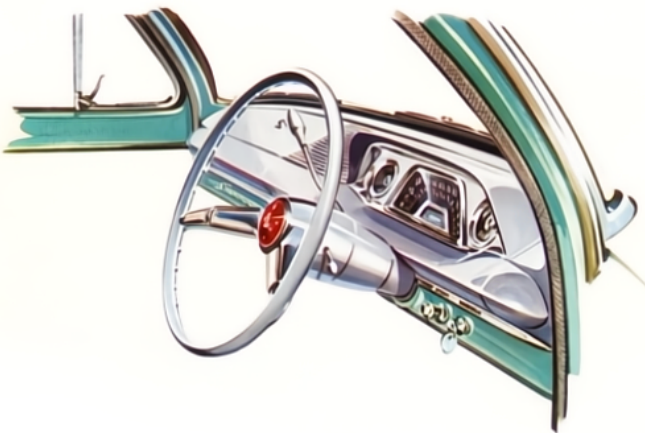


Holden Special Sedan is endowed with a generous share of luxury. The big, full-width seats are foam-padded and give you room to stretch out in easy-chair comfort. Rich new interiors feature pleated Elascofab upholstery—the fabric that's exclusive to GMH and famous for long wear and easy care. Appointments and improvements that will please you include front door-pull armrests with lift-up door handles, padded instrument panel with new-design instrument cluster surround, fitted rubber floor mats and a "modified zone" windshield—an important new safety feature.





HOLDEN SPECIAL STATION SEDAN... new fun-filled family favourite!



Holden Special Station Sedan gives you real luxury with family-size roominess and big load area. Its great new Power-Swept styling includes a new grille, sleek new roofline and rear end, concealed tailgate hinges and new tail lights. Comfort and usefulness are ideally combined in the handsome new interiors. Fitted rubber floor mats are keyed to overall colour schemes, while the load area is lined with sound-deadening PVC. The load-area floor is finished with plated skid strips for extra durability and loading convenience. The instrument panel features a new-design instrument cluster surround.

With its new, standard-equipment 149 engine, the new Holden Special Station Sedan has the performance to go with its great looks! If you wish, you can choose the new 179 engine as an optional extra on Special Station Sedans fitted with Hydra-Matic transmission. With either engine, you get an exciting combination of Holden's smooth Red Carpet Ride with exhilarating new power . . . plus off-the-road practicality of Holden's 7.3 ins. ground clearance. And, with the new Holden Special Station Sedan you'll get more miles per gallon and have fewer oil changes.



Above: With front seat in forward position, rear seat folded and tailgate closed, you get 6 ft. 10½ ins. of sleeping space.



Above: Despite the generous load area, there's no compromise in seat dimensions or passenger comfort.

Below: You can fold the rear seat to give extra load space in seconds. A further quick conversion gives full-length sleeping space for two.



HOLDEN PREMIER SEDAN AND PREMIER STATION SEDAN...

There's no feeling quite like the feeling of going first class. The magnificent new Premier Sedan and the new addition to the Holden range—the Premier Station Sedan—give it to you in the fullest measure, with just about every appointment and performance feature you could wish. For vivid action and smooth responsiveness—plus *improved* economy—the new 115 h.p., 179 Holden engine is teamed with Hydra-Matic automatic transmission as standard equipment. Outside, Premier models are set apart by *metallic* Magic-Mirror finish, Premier ornaments, narrow-band whitewall tyres, wheel trim rings and front fender chrome windsplits.

Inside, there's genuine top-grained leather upholstery, plus all of Premier's prestige list of luxuries, fully detailed on the back page of this folder. In every way, these fine new Premier models offer you distinguished motoring—at a price that typifies Holden's unmatched value for money.



Premier name badges highlight the new Holden roofline on the Sedan model.



Back seat passengers have a wide centre armrest on both Sedan and Station Sedan models.



Both Premier models feature individual contoured front seats and centre console housing controls for standard-equipment heater demister. Shown above is the new shade of Bone leather upholstery which is available in addition to Melville Grey, Samoan Tan and Waldorf Red.



Premier Sedan has door-pull armrests with lift-up door handles on all doors. On front doors only in Premier Station Sedan.



HOLDEN STANDARD SEDAN AND HOLDEN STANDARD STATION SEDAN



All Holden Sedans have a bigger, deeper 22 cu. ft. luggage compartment. Spare wheel is beneath floor, giving more usable space.

Self-cancelling flashing turn indicators are incorporated with parking lamps on all Holden models.



The new Holden Standard models are the lowest-cost way to the satisfaction of full-size, six-cylinder motoring. They give you the sculptured beauty of Holden's exciting new Power-Swept styling with new grille, new roofline and new rear end look. You enjoy all the performance of Holden's new 149 engine as standard equipment, or you can choose the top-of-the-line 115 h.p., 179 engine as an optional extra when Hydra-Matic automatic transmission is fitted. And you benefit from all the new savings that are built into Holden . . . more miles per gallon, fewer oil changes and longer engine life. Holden's famous quality construction and

long-lasting Magic-Mirror finish assure you of higher resale value—as does Holden's proved dependability.

The new Holden Standard models don't skimp on touches of elegance . . . such as chrome windshield surround and beautiful new Elascotab upholstery. Your comfort and convenience are well looked after with foam-padded front seats, fitted floor mats, twin sun visors, locking glove box, inside-operated engine hood catch and protective skid strips in Station Sedan load area. It all adds up to the features you want at the savings you'll like.



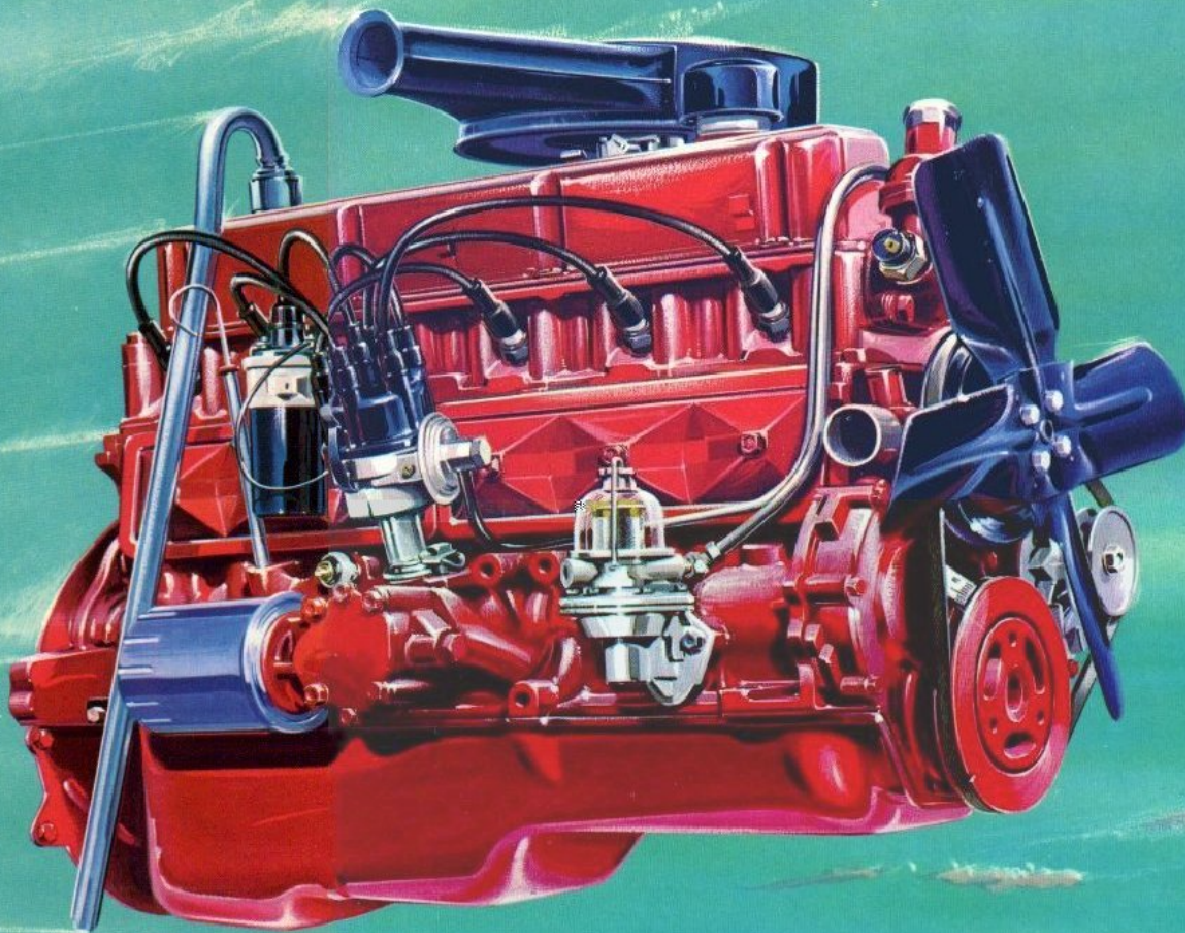
THE NEW HOLDEN 6-CYLINDER ENGINES

*... specifically designed for Holden with
mighty new power... great new economy...
new smoothness... even greater dependability!*

These completely new engines bring you the most significant list of motoring benefits ever introduced on Holden. Standard on all models, except Premier, is the new 100 h.p., 149 cu. in. engine. Standard on Premier Sedan and Premier Station Sedan is the new 115 h.p., 179 cu. in. engine. You can also choose this premium engine as an option at moderate extra cost on Special and Standard models with Hydra-Matic automatic transmission. A further option on Specials and Standards is a low compression, 95 h.p. version of the 149 engine.



*This bright metal emblem
distinguishes all Holden models
fitted with the new 179
engine, except Premier Sedan
and Station Sedan.*



SPECIFICALLY RIGHT FOR HOLDEN

Experience in building more than a million Holdens stands behind the new engines. As well, GMH Engineers have drawn on the world-wide resources of General Motors for the most modern design and manufacturing techniques — many of which are the only ones of their kind in Australia. This experience and these techniques have been used to produce engines specifically right for Holden and Australian conditions.

POWER FOR PERFORMANCE

The 149 engine gives you 33% more power and the 179 engine gives you 53% more power than the previous Holden engine. You'll find that both engines give you a completely new feeling of action and "go" in all driving situations. Holden surges up the steepest hill, passing is effortless, and sustained travel at high speed becomes a new pleasure.

MORE MILES PER GALLON

Not only are the new engines more powerful. Thanks

to completely new and highly efficient combustion chambers, higher (8.8:1) compression ratio, and new-design rear axles with higher ratios, both the 149 and the 179 engine will give you *greatly improved petrol economy*. Both engines feature a single-barrel carburettor.

A NEW MEASURE OF SMOOTHNESS AND QUIETNESS

The new engines have a *seven-bearing crankshaft* — unlike the four bearings used on most other six-cylinder engines. This gives a real advance in smooth, quiet operation. Exceptional quietness also comes from the use of *hydraulic valve lifters*.

LONGER LIFE, LESS WEAR, MORE DEPENDABILITY

New, oversquare design with lower piston speeds, exceptionally high-quality materials for valves and other components, the seven-bearing crankshaft — a heat-treated steel forging — and the most modern methods of accuracy and quality control all go to make sure your new Holden's engine will give you outstanding

service over a very long period. In addition, on manual transmission models, gears are now shotpeened for greater durability and strength.

EASE AND ECONOMY OF SERVICE

The new Holden engines have been designed to make servicing easier. The oil pump is positioned outside the engine block for easy access. There's a disposable-type full-flow oil filter and oil changes are needed only at 4,000-mile intervals. The distributor is conveniently located. Hydraulic valve lifters eliminate tappet noise and do not need periodic adjustment. Side cover plates make engine overhaul easier. There's a new timing gear cover, and timing the engine is simpler.

PROVED RIGHT FOR AUSTRALIA

The new Holden engines have been given the most complete proving. They've been through the most rigorous bench testing for thousands of hours. At the GMH Proving Ground they have had the equivalent

of almost one million miles of owner driving. And further proving has been carried out in actual road tests to the back of Bourke and beyond.

NEW MOTORING ENJOYMENT FOR YOU

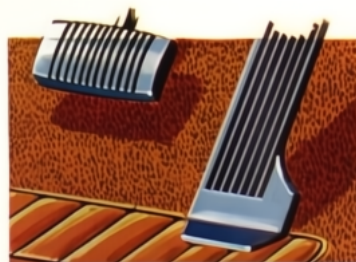
Whether you choose the Standard 149 engine for sparkling performance with exceptional economy or the bigger 179 engine which gives even more power... but still with excellent economy, you'll get great benefits. The best place to discover these is at the wheel of a new Holden. And the best test of all comes on *all* kinds of roads — on the highways that stretch out straight and smooth, and on the rougher going back-roads that curve and climb through the countryside. Try Holden in any traffic, on any road that calls for acceleration, for sustained high speeds — or for flexibility down to a walking pace — and see if Holden's new performance doesn't explain itself to your satisfaction.

HYDRA-MATIC AUTOMATIC TRANSMISSION

... the most automatic automatic of them all!



Automatic motoring brings you a real plus in driving pleasure and convenience. You'll find that motoring is smoother, easier, more enjoyable. And you'll find that world-famous General Motors' Hydra-Matic transmission on Holden gives you the benefits of automatic motoring in greater measure. Hydra-Matic gives you the extra flexibility and smoothness of *three* speeds . . . with a shift pattern that responds exactly to every driving condition—be it in city traffic, on hills, winding roads or on the open highway. You get added performance with Hydra-Matic's Special Intermediate ratio. Select "S" on the control quadrant and you get more pulling power—or controlled engine braking on long descents. All Holdens with Hydra-Matic have back-up lights—as standard equipment. These operate automatically when reverse is engaged. Hydra-Matic is exceptionally dependable and rugged. Its patented and exclusive fluid coupling cushions every change to reduce wear on engine, transmission parts and tyres. Hydra-Matic is trouble-free. Servicing is needed only at 24,000-mile intervals. And Hydra-Matic is proved. Proved for Australian conditions. Proved for Holden with its two new engines. Proved the finest value in automatic motoring. Hydra-Matic is standard equipment on Holden Premier Sedan and Station Sedan. You can choose it as a moderate extra cost option on all other models.



With Hydra-Matic, there's no clutch pedal to depress. Just an accelerator to go . . . and a brake to stop.



The pointer on the Hydra-Matic quadrant—which is illuminated at night—shows at a glance the ratio selected.

Holden features for greater comfort, convenience, safety

The new Holden windshield **1** now has a specially tempered "modified zone" in front of the driver's eyes. This is an important new safety feature for, in the event of windshield breakage, your driving vision is not greatly impaired. You can still see to bring your car to a safe halt. As well, windshield wipers **1** have longer, 15 in. blades to sweep a 16% bigger area. Two-speed, electric action means you can select the speed that suits you best, and there's no stop-and-go according to engine speed. Holden's big, self-energising brakes **2** have all the power you need to match Holden's increased performance. They operate evenly and firmly with the minimum of pedal pressure. Magic-Mirror acrylic lacquer finish **3** is exclusive to GMH and standard on all Holdens. Beautiful Magic-Mirror keeps more of its showroom sparkle longer, with less care. It resists chipping and cracking . . . and adds to resale value. New ignition switch **4** now has an "accessories" position. This means you can use accessories with less drain on the battery when the engine is off. New steering ratio **5** of 16.8 : 1 gives easier parking. You get direct, precise control and pin-point accuracy in steering at all speeds. Built-in anchor points for low-cost front seat-belt installation, safety-padded instrument panel and deep-dished steering wheel are standard on all Holden models. A new heavy-duty alternator is available, as an option at extra cost, on all models. This is designed for taxi, fleet and other applications where greater electrical charging at low engine speeds is required.

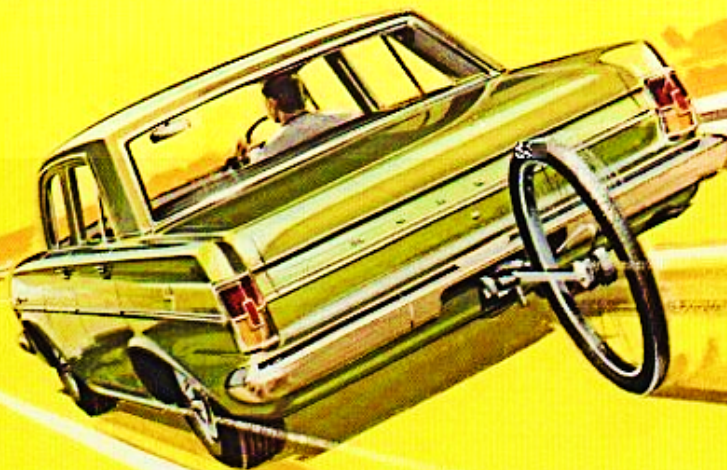
APPROVED NASCO ACCESSORIES TO PERSONALISE YOUR NEW HOLDEN

Holden Portable Car Radio by AIR CHIEF. **6** Here's a dual-purpose AIR CHIEF Radio that gives crystal-clear reception anywhere . . . in or out of the car! NASCO Fresh-Air Heater. **7** Keeps your Holden comfortable and cosy.

Other NASCO ACCESSORIES include:

AIR CHIEF Car Radio — All-transistor Push-Button Controls, or Manual Controls, Anti-Glare Rear View Mirror, Body Sill Moulding, Coolaride Cushion, Exhaust Extension, External Rear View Mirrors, Fender Mud Flaps, Fender Ornament, Gear Lever Lock, Glove Box Lamp, Handbrake Warning Lamp, Highnote Horn, Hood Ornament, Insect Screen, Luggage Compartment Lamp, Motorless Car Heater, Number Plate Frames, Paint Protection Plates, Parcel Shelf, Petrol Tank Locking Cap, Plastic Seat Covers, Power Brakes, Rear Wheel Covers, Seat Belts, Steering Sleeve and Lock, Suitcase Set, Sunshade, Visor Vanity Mirror, Venetian Shade, Weathershield, Wheel Trim Rings, Windshield Washer.





HOLDEN, AND ONLY HOLDEN, IS SPECIFICALLY DESIGNED, BUILT AND PROVED FOR AUSTRALIA

The most exacting tests ever devised to reproduce every Australian condition have been carried out on the new Holden at the GMH Proving Ground, Lang Lang, Victoria. Holden's new engines, its suspension, frame, transmission, brakes and steering have proved they've the ruggedness and quality to stand up and serve you well in every situation. Everything about the new Holden is proved right for Australia. Proved to give you more performance, more savings, more durability, more reliable operation, with fewer repairs. Proved to make sure you'll get the highest resale value when the time comes to trade. Proved to give unmatched value for your money.

FACTS AND FIGURES ON HOLDEN'S UNMATCHED VALUE

MECHANICAL

149 ENGINE. Six cylinders. Bore, 3.25 ins. Stroke, 3.00 ins. Capacity, 149 cu. ins. Max. brake horsepower, 100 at 4400 R.P.M. Max. torque, 145 lbs. ft. at 2000 R.P.M. Compression ratio, 8.8:1. Also available with compression ratio of 7.7:1, 95 brake horsepower at 4400 R.P.M. Max. torque, 135 lbs. ft. at 2000 R.P.M. SAE or RAC rating, 25.3 h.p.

179 ENGINE. Six cylinders. Bore, 3.563 ins. Stroke, 3.00 ins. Capacity, 179 cu. ins. Max. brake horsepower, 115 at 4000 R.P.M. Max. torque, 175 lbs. ft. at 1600 R.P.M. Compression ratio, 8.8:1. SAE or RAC rating, 30.5 h.p.

ENGINE FEATURES. O.H.V. in line engine. Oversquare design. Modified wedge design combustion chambers. Seven-bearing crankshaft. Hydraulic valve-lifters.

FUEL SYSTEM. Bendix-Stromberg single barrel down-draft-type carburettor. A.C. fluid-treated replaceable paper element air cleaner and silencer. Fuel tank capacity, 9.5 imp. gallons.

LUBRICATION. Spur gear-type oil pump, camshaft driven. Full pressure lubrication system. A.C. full flow disposable-type oil filter.

COOLING. Pressured cooling system with full-length water jacket around each cylinder. Thermostat control. Centrifugal water pump.

ELECTRICAL SYSTEM. 12-volt battery with 44 amp-hour capacity at 20-hour rating. 25 amps. generator. Aluminium-housed distributor with integral centrifugal and vacuum automatic advance control.

MANUAL TRANSMISSION. Three forward speeds and reverse. Synchronesh on second and top. Gears fully carburised and shotpeened.

AUTOMATIC TRANSMISSION. General Motors Hydra-Matic*. Three planetary gear ratios and controlled coupling, with multiplier which provides for four forward ratios and reverse.

REAR AXLR. 3.55:1 axle ratio on Premier and automatic models. 3.36:1 on other models.

BRAKES. Four-wheel hydraulic, duo servo.

SUSPENSION. Independent front wheel coil springing with short and long arms. Stabiliser bar. Semi-elliptic rear springs. Four leaves on Sedans, five leaves on Station Sedans. Direct acting shock absorbers front and rear.

STEERING. Recirculating ball. Ratio, 16.8:1, 36½ ft. turning circle.

WHEELS AND TYRES. Demountable disc wheels, 13 x 4.50J. Tubeless 6.40 x 13 x 4-ply tyres. Six-ply tyres optional at extra cost on Station Sedans.

LIGHTING. Sealed beam headlamps. Dimmer switch. Dual stop and tail lamps. Rear licence

plate lamp. Self-cancelling flashing turn signal lamps—front and rear. Parking lamps combined with front turn signal lamps. Passenger compartment lamp. Indirect instrument panel lighting. Back-up lamps standard on automatic models.

BODY

BODY STRUCTURE. All-steel Aerobilt construction.

DIMENSIONS. Wheelbase, 105 ins. Track—front and rear, 54.5 ins. Overall length (except Premier Sedan), 177.6 ins. Premier Sedan, 179.1 ins. Overall height at kerb weight: Sedans, 58.2 ins.; Station Sedans, 58.5 ins. Overall width, 68 ins. Ground clearance, 7.3 ins.

INSTRUMENT PANEL. Safety padded. Speedometer. Petrol gauge. Water temperature, oil pressure and generator charging tell-tale lamps. Turn signal tell-tale lamps. High beam warning lamp. Five-position ignition/starter switch. Main light switch. Windshield wiper switch. Choke control knob. Ashtray. Glove box with locking lid. Plenum chamber ventilation control lever. Internal engine hood lock control knob.

EQUIPMENT

ALL MODELS. Electric 2-speed windshield wipers. "Modified Zone" windshield. Provision for seat belt installation. Two-spoke dish-type steering wheel with horn blowing pad in each spoke. Fully adjustable front seat. Seats fitted with "Z"-type springs. Elascobal upholstery—leather on Premier models. No-draught ventilators with locks. Dual sun visors. Ashtrays front and rear. Plenum chamber ventilation. Hold-open door checks—all doors. Front door lock operating key also operates ignition/starter switch, lock on glove box lid, luggage compartment lid lock on Sedans, and lock on lower tailgate of Station Sedans. Interior rear vision mirror. Door sill scuff plates. Counter-balanced engine hood.

SPECIAL AND STANDARD SEDANS. Front, rear and luggage compartments have rubber mat floor covering. Luggage compartment counter-balanced lid.

SPECIAL AND STANDARD STATION SEDANS. Trim finish load compartment in Special, paint finish in Standard. Plated steel skid strips. Rubber mat floor covering in passenger compartment.

STANDARD SEDANS AND STANDARD STATION SEDANS. Single colours available in "Magic-Mirror" finish. Foam front seat cushion pads. **SPECIAL SEDANS AND SPECIAL STATION SEDANS.** Single and 2-tone colours in "Magic-Mirror" finish. Additional stainless steel mouldings. Front and rear foam seat cushion pads. Courtesy switches operated by front doors. Applied armrests, associated with remote control handles, are fitted to front doors. Coat hooks and assist straps. Coat hooks only on Station Sedans. Cigarette lighter.

SPECIAL EQUIPMENT ON PREMIER SEDANS AND PREMIER STATION SEDANS

"Magic-Mirror" finish in metallic colours. Windshield washers. Whitewall tyres (narrow band). Wheel embellishers. Rear over-riders—Premier Sedan. Dual horns. White-coloured steering wheel, horn pad buttons, turn signal switch and gear selector knob. Interior anti-glare rear vision mirror. Individual adjustable front seats. Ashtray in each front seat back. Applied armrest, front and rear doors, for Premier Sedan; front only for Station Sedan. Fold-down centre armrest in rear seat. Chrome-plated door sill scuff plates. Luggage compartment lamp (Sedan only). Glove box lamp. Handbrake warning lamp. Fresh air heater and demister. Genuine leather upholstery. Wool pile carpet floor covering. Centrally placed console in front compartment. Assist straps on Station Sedan. Matching trim and chrome side retaining strips in load compartment of Premier Station Sedan.

ESTIMATED KERB WEIGHTS	Standard Sedan	2464 lbs.
	Special Sedan	2468 lbs.
	Premier Sedan	2612 lbs.†
	Standard Station Sedan	2586 lbs.
	Special Station Sedan	2598 lbs.

†Includes Hydra-Matic transmission. *REGD.

Specifications and equipment subject to change without notice.

GMH PROTECTIVE MAINTENANCE PLAN GIVES SAVINGS . . . CONVENIENCE

You will receive with your new Holden a GMH Protective Maintenance Plan Booklet, with tear-out coupons setting out a maintenance routine and establishing fixed labour times. The Plan saves you money by keeping your Holden in top condition. It shows, at trade-in, that your car has been regularly serviced. As well, the GMH Factory Warranty protects you against defective workmanship or materials for 12 months or 12,000 miles. Expert Holden Service and a supply of low-cost, factory guaranteed parts are available from over 600 Authorised Holden Dealers. General Motors Acceptance Corporation finance arrangements are available for your convenience.

GENERAL MOTORS-HOLDEN'S PTY. LIMITED—BRISBANE—SYDNEY—MELBOURNE—ADELAIDE—PERTH

The new Holden is powered to perform in great new style . . . but you'll never know until you try it. Ask for a drive in Holden today.